PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Jon Zoler

DATE: August 22, 1984

FROM: Karen Eisen

SUBJECT: Rio Ad/Carton Test

The elapsed time for the Rio Ad/Carton Test from the start of field to top-line report is 7 weeks, broken down as follows:

	Elapsed Time
Mall placement	2 weeks
2-pack callback	3 weeks
Full carton callback	5 weeks
Top-line	7 weeks

The above schedule assumes 10 markets and placements among 1000 menthol smokers.

Karen

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Source: https://www.industrydocuments.ucsf.edu/docs/pmhj0004